THAT WHICH IS CLAIMED:

1. A method of managing display of menu items on a display of an electronic device, the method comprising:

defining first and second menus comprising respective first and second groups of menu items, wherein the first group of menu items is a subset of the second group of menu items; and

transitioning from display of the first menu to display of the second menu responsive to user activation of a menu expansion function.

2. A method according to Claim 1:

wherein the first menu comprises a menu expansion function menu item; and

wherein transitioning from display of the first menu to display of the second menu comprises transitioning from display of the first menu to display of the second menu responsive to user selection of the menu expansion function menu item.

3. A method according to Claim 1:

wherein the first menu comprises a first array of icons having a first number of rows and a first number of columns; and

wherein the second menu comprises a second array of icons having a second number of rows and a second number of columns, wherein the second number of rows is greater than the first number of rows and/or the second number of columns is greater than the first number of columns.

4. A method according to Claim 1, wherein the method further comprises transitioning from display of the second menu to display of the first menu responsive to user activation of a menu reduction function.

5. A method according to Claim 4, wherein the second menu comprises a menu reduction function menu item, and wherein transitioning from display of the second menu to display of the first menu comprises transitioning from display of the second menu to display of the first menu responsive to user selection of the menu reduction function menu item.

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6.   A method according to Claim 1, wherein defining first and second menus comprises assigning a menu item to the first menu or the second menu responsive to a user input.

5   7.   A method according to Claim 6, wherein defining first and second menus comprises assigning a menu item to the first menu or the second menu responsive to frequency of usage of a function corresponding to the menu item.

8.   A method according to Claim 1, wherein the first group of menu items have the same arrangement with respect to one another in the first and second menus.

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9.   A method according to Claim 1, wherein the menu items comprise at least one of graphic icons and text.

15   10.   A method according to Claim 1, wherein the electronic device comprises a portable electronic device.

11.   A method of managing display of menu items on a display of an electronic device, the method comprising:

20   displaying a first two-dimensional array of menu items on the display;

identifying one of the menu items responsive to a user input;

accepting user activation of a menu rearrangement function;

providing a user interface for identification of a new array location for the identified menu item responsive to user activation of the menu rearrangement

25   function;

identifying a new array location for the identified menu items responsive to a user input; and

displaying a second two-dimensional array of the menu items with the identified menu item in the new array location.

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12.   A method according to Claim 11, wherein accepting user activation of a menu rearrangement function comprises:

displaying an options menu including a menu rearrangement menu item responsive to a user input; and

accepting user selection of the menu rearrangement menu item.

13.   A method according to Claim 11:

wherein providing a user interface for identification of a new array location

5   comprises:

displaying the first two-dimensional array; and

moving a graphic indicator to the new array location responsive to a user command; and

wherein identifying a new array location comprises accepting user selection of

10   the new array location.

14.   A method according to Claim 11:

wherein displaying a first two-dimensional array of menu items on the display comprises displaying the first menu item at a first array location and a second menu

15   item at a second array location;

wherein identifying one of the menu items comprises identifying the first menu item;

wherein identifying a new array location for the identified menu item comprises identifying the second array location; and

20   wherein displaying a second two-dimensional array of the menu items comprises displaying the first menu item at the second array location and the second menu item at the first array location.

15.   A method according to Claim 11, wherein the menu items comprise at

25   least one of graphic icons and text.

16.   An electronic device, comprising:

a display;

a user input device; and

30   a processor operatively associated with the user input device and the display, the processor configured to define first and second menus comprising respective first and second groups of menu items, the first group of menu items a subset of the second group of menu items, and to transition from display of the first menu to display of the

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second menu responsive to user activation of a menu expansion function via the user input device.

17.   A device according to Claim 16:

wherein the first menu comprises a menu expansion function menu item; and

wherein the processor is operative to transition from display of the first menu to display of the second menu responsive to user selection of the menu expansion function menu item via the user input device.

18.   A device according to Claim 16:

wherein the first menu comprises a first array of icons having a first number of rows and a first number of columns; and

wherein the second menu comprises a second array of icons having a second number of rows and a second number of columns, wherein the second number of rows is greater than the first number of rows and/or the second number of columns is greater than the first number of columns.

19.   A device according to Claim 16, wherein the processor is further operative to transition from display of the second menu to display of the first menu responsive to user activation of a menu reduction function via the user input device.

20.   A device according to Claim 19, wherein the second menu comprises a menu reduction function menu item, and wherein the processor is operative to transition from display of the second menu to display of the first menu responsive to user selection of the menu reduction function menu item via the user input device.

21.   A device according to Claim 16, wherein the processor is operative to assign a menu item to the first menu or the second menu responsive to a user input via the user input device.

22.   A device according to Claim 21, wherein the processor is operative to assign a menu item to the first menu or the second menu responsive to frequency of usage of a function corresponding to the menu item.

23. A device according to Claim 16, wherein the first group of menu items have the same arrangement with respect to one another in the first and second menus.

24. A device according to Claim 16, wherein the menu items are graphic icons.

25. A device according to Claim 16, wherein the user input device comprises at least one of a key, a trackpointer, touchpad, a joystick, and a touchscreen.

26. An electronic device, comprising:

a display;

a user input device; and

a processor operatively associated with the user input device and the display, the processor configured to display a first two-dimensional array of menu items on the display, to identify one of the menu items responsive to a user input, to accept user activation of a menu rearrangement function via the user input device, to provide a user interface for identification of a new array location for the identified menu item responsive to user activation of the menu rearrangement function, to identify a new array location for the identified menu items responsive to a user input and to display a second two-dimensional array of the menu items with the identified menu item in the new array location.

27. A device according to Claim 26, wherein the processor is operative to display an options menu including a menu rearrangement menu item responsive to a user input, and to accept user selection of the menu rearrangement menu item via the user input device.

28. A device according to Claim 26, wherein the processor is operative to display the first two-dimensional array, to move a graphic indicator to the new array location responsive to a user command via the user input device, and to accept user selection of the new array location via the user input device.

29.   A device according to Claim 26, wherein the menu items comprise at least one of graphic icons and text.

30.   A device according to Claim 26, wherein the user input device comprises at least one of a key, a trackpointer, a touch pad, a joystick, and a touchscreen.

31.   A program product for managing display of menu items on a display of an electronic device, the program product comprising code embodied in a processor-accessible medium, the code comprising:

code configured to define first and second menus comprising respective first and second groups of menu items, wherein the first group of menu items is a subset of the second group of menu items; and

code configured to transition from display of the first menu to display of the second menu responsive to user activation of a menu expansion function.

32.   A program product according to Claim 31:

wherein the first menu comprises a menu expansion function menu item; and

wherein the code configured to transition from display of the first menu to display of the second menu comprises code configured to transition from display of the first menu to display of the second menu responsive to user selection of the menu expansion function menu item.

33.   A program product according to Claim 31:

wherein the first menu comprises a first array of icons having a first number of rows and a first number of columns; and

wherein the second menu comprises a second array of icons having a second number of rows and a second number of columns, wherein the second number of rows is greater than the first number of rows and/or the second number of columns is greater than the first number of columns.

34.   A program product according to Claim 31, wherein the code embodied in a processor-accessible medium further comprises code configured to transition

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from display of the second menu to display of the first menu responsive to user activation of a menu reduction function.

35.   A program product according to Claim 34, wherein the second menu comprises a menu reduction function menu item, and wherein the code configured to transition from display of the second menu to display of the first menu comprises code configured to transition from display of the second menu to display of the first menu responsive to user selection of the menu reduction function menu item.

36.   A program product according to Claim 31, wherein the code configured to define first and second menus comprises code configured to assign a menu item to the first menu or the second menu responsive to a user input.

37.   A program product according to Claim 36, wherein the code configured to define first and second menus comprises code configured to assign a menu item to the first menu or the second menu responsive to frequency of usage of a function corresponding to the menu item.

38.   A program product according to Claim 31, wherein the first group of menu items have the same arrangement with respect to one another in the first and second menus.

39.   A program product according to Claim 31, wherein the menu items comprise at least one of graphic icons and text.

40.   A program product according to Claim 31, configured to be processed in a processor of a portable electronic device.

41.   A program product for managing display of menu items on a display of an electronic device, the program product comprising code embodied in a processor-accessible medium, the code comprising:

code configured to display a first two-dimensional array of menu items on the display;

code configured to identify one of the menu items responsive to a user input;

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code configured to accept user activation of a menu rearrangement function;

code configured to provide a user interface for identification of a new array location for the identified menu item responsive to user activation of the menu rearrangement function;

5   code configured to identify a new array location for the identified menu items responsive to a user input; and

code configured to display a second two-dimensional array of the menu items with the identified menu item in the new array location.

10   42.   A program product according to Claim 41, wherein the code configured to accept user activation of a menu rearrangement function comprises:

code configured to display an options menu including a menu rearrangement menu item responsive to a user input; and

code configured to accept user selection of the menu rearrangement menu

15   item.

43.   A program product according to Claim 41:

wherein the code configured to provide a user interface for identification of a new array location comprises:

20   code configured to display the first two-dimensional array; and

code configured to move a graphic indicator to the new array location responsive to a user command; and

wherein the code configured to identify a new array location comprises code configured to accept user selection of the new array location.

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44.   A program product according to Claim 41:

wherein the code configured to display a first two-dimensional array of menu items on the display comprises code configured to display the first menu item at a first array location and a second menu item at a second array location;

30   wherein the code configured to identify one of the menu items comprises code configured to identify the first menu item;

wherein the code configured to identify a new array location for the identified menu item comprises code configured to identify the second array location; and

wherein the code configured to display a second two-dimensional array of the menu items comprises code configured to display the first menu item at the second array location and the second menu item at the first array location.

5   45.   A program product according to Claim 41, wherein the menu items comprise at least one of graphic icons and text.

46.   A program product according to Claim 41, configured to be processed in a processor of a portable electronic device.